

### REPUTATION

"The man who builds and the man who buys are both beneficiaries of a good reputation. To the one it is a continuous spur and an incentive, to the other the strongest of all guarantees that what he buys is worthy. We sometimes speak of winning a reputation as though that were the final goal. The truth is contrary to this. Reputation is a reward, to be sure, but it is really the beginning, not the end of endeavor. It should not be the signal for a let-down, but, rather, a reminder that the standards which won recognition can never again be lowered. From him who gives much, much is forever after expected. Reputation is never completely earned; it is always being earned. It is reward, but in a much more profound sense it is a continuing responsibility. That which is mediocre may deteriorate and no great harm be done. That which has been accorded a good reputation is forever forbidden to drop below its own best. It must ceaselessly strive for higher standards. If your name means much to your public, you are doubly bound to keep faith. You have formed a habit of high aspiration which you cannot abandon, and out of that habit created a reputation which you dare not disown without drawing down disaster. There is an iron tyranny which compels men who do good work to go on doing good work. The name of that beneficent tyranny is reputation. There is an inflexible law which binds men who build well, to go on building well. The name of that benevolent law is reputation. There is an insurance which infallibly protects those whose reason for buying is that they believe in a thing and in its maker. The name of that kindly insurance is reputation. Choose without fear that which the generality of men join you in approving. There is no higher incentive in human endeavor than the reward of reputation, and no greater responsibility than the responsibility which reputation compels all of us to assume. Out of that reward and out of that responsibility come the very best of which the heart and mind and soul of man are capable."

The above splendid interpretation of the responsibilities of reputation, written by Mr. McCauley, the president of a well-known automobile firm, may well be applied definitely to the medical profession. This is presented to the physicians of America by the Dermatological Research Laboratories, as the sentiment which inspired its founders to manufacture the best possible products, and which stimulates its present directors to the constant improvement of D. R. L. arsphenamine and neo-arsphenamine.

### Obituary

#### THEODORA TIFFEE PURKITT,

Born July 12, 1856—Died February 8, 1923

Dr. Purkitt of Willows passed away at the home of her daughter, Mrs. Charles F. Lambert, February 8, 1923, of angina pectoris. Dr. Purkitt was the daughter of John R. Tiffie, one of the Argonauts of '49. She was married to George H. Purkitt of Sacramento in 1873. She received her Doctor of Medicine degree from Cooper Medical College, San Francisco, in 1894. Dr. Purkitt was a Fellow of the American Medical Association, a member of the California Medical Association, and the Glenn County Medical Society.

Surviving Dr. Purkitt are two sons and three daughters: Claude F. Purkitt, Superior Judge of Glenn County; Theodore Tiffie Purkitt, druggist of Woodland; Mrs. F. E. Knight of Willows; Mrs. C. F. Lambert of Willows, and Mrs. Georgia P. Henley of Sacramento.

### NEW MEMBERS

Fresno—Otto P. Diederich, Allison A. Callaway.  
Glendale—F. M. Rossiter.

Georgetown—Claude C. Tucker.

Lemoore—Ephraim S. Garrett.

Los Angeles—P. A. Foster, W. R. Franklin, J. Peachy Jones, Elmer W. Litle, Milton Silver, J. M. Threadgill, L. A. Aleson, H. K. Bonn, Harry V. Brown, G. Lawrence Chaffin, Fred B. Clarke, E. L. Armstrong, Richard O. Bullis, James L. Chapman, R. A. Woodhull, W. L. Winnard, Richard J. Flammson, William H. Leake, Daniel D. Lucey, Clyde V. Nelson.

Pasadena—George Dock, William Fred Cornett.

Sacramento—Bernard J. Rea, George E. Chappell, Edwin F. Patton.

San Diego—Salmon B. Axtell, Edw. A. Blondin, Horace G. Lazelle.

San Francisco—Fred Firestone, Martin J. Seid, Russell F. Rypins, G. A. Trueman, William J. Jackson.

San Mateo—George W. Sevenman.

Santa Ana—E. M. Beasley, E. G. Motley, H. G. Huffman.

Sutter Creek—John J. Klick.

Talmage—Donald R. Smith.

Wilmington—G. O. Shirey.

### DEATHS

Daniels, Asa W. Died at Pomona, February 27, 1923, age 94. Graduate of the Medical College of Ohio, Cincinnati, 1867. He has been a resident of Pomona for the past twenty-one years, and was formerly a prominent physician of St. Peter, Minn. He was a member of the American Medical Association.

Harley, Elmer. Died at Monrovia, January 28, 1923, age 46. He was a graduate of the University of Colorado School of Medicine, Denver, 1914. Licensed in California in 1915. Dr. Harley was a member of the Imperial County Medical Society, State Medical Society, and the American Medical Association.

Humfreville, Daniel L. Died at Los Angeles, February, 1923. Graduate of Rush Medical College, Chicago, 1896. Licensed in California in 1914. He was a member of the Los Angeles County Medical Society, the State Medical Society, and the American Medical Association.

Poore, James E. Died at Sacramento, January 21, 1923, age 69. Graduate of Jenner Medical College, Chicago. Licensed in California in 1901. Dr. Poore was a member of the American Medical Association.

Pyle, Henry G. Died at Long Beach, January 15, 1923, age 57. Graduate of Cleveland University of Medicine and Surgery, 1894. He was a member of the American Medical Association.

Scott, William G. Died at Los Angeles, February 26, 1923, age 85. Graduate of the Cincinnati College of Medicine and Surgery, 1862. Licensed in California in 1892. He retired from practice in 1913. Dr. Scott was a member of the American Medical Association.

McCurtain, Addison. Died at Los Angeles, February 21, 1923, age 65. Graduate of Louisville Medical College, 1881, and the Bennett Medical College, Chicago, 1884. Dr. McCurtain, who was a retired physician, came to Los Angeles from Salt Lake City two years ago. He was a member of the American Medical Association.